

USIA SURVEY

Memorandum of Meeting of 4 May 1954
1778 Pennsylvania Avenue, 2:00 to 4:00 p.m.

Members of Survey:

Mr. James Q. Reber, CIA

CIA

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Observers:

USIA

Mr. Daniel Moore, PAO,
Northern Thailand

1. Mr. Moore was assigned for two and one-half years as PAO in a small town of 40,000 in Thailand 350 miles north of Bangkok with five to seven local employees. The post is small and he frequently substituted for the Consul. The town in which he was located contains few Americans-principally ten American missionaries.

2. His main activities involved motion pictures, library and the exchange of persons program. He is not aware of any local use of VOA, although local radios do pick up Radio Bangkok and BBC. His press activity was very minor, the two or three local newspapers using only a small amount of local interest material. He had some success with exhibits in schools and fairs.

3. His policy guidance was obtained from the country paper and a paper setting up his targets. Emphasis is shifting from attention to media to concentrating on the success with which USIA is reaching the Thai/mind. His guidance from USIS was based on (a) government by local provincial officials reporting to Bangkok and (b) a relatively few professionals and tradesmen as the main "inholders of opinion." The information program at such a post is at a very elementary

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level. Much of his time, of necessity, was spent doing the sheer mechanical aspects of maintaining equipment for motion picture production and reporting (statistics and progress).

4. He stated that NIS material was helpful but by no means adequate for a full understanding of the people although it had some information on all pertinent subjects. Some of the NIS material contained gaps which he felt could best be filled by on-the-spot research. He expressed doubts, however, that we really had sufficient understanding of the Thai to know how influence operates. He felt Thailand's friendship for the U.S. was based on how much aid it might obtain and suggested that the question of Thailand's resistance to the Chinese Communists is uncertain. One is impressed that Mr. Moore thinks the Thai would not resist.

5. He described his attempt to obtain information on Communism from Embassy personnel in Bangkok without success.

6. It was suggested that Kenneth Landon of the State Thai desk might be contacted for his opinions on how best to penetrate the Thai mind and the adequacy of the NIS on Thailand.

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